

Message Text

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INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 SIG-02 /033 R

DRAFTED BY COM/BIC/CAGNE/RRUAN:JR
APPROVED BY EB/OCA/CD/REDAY
COM/BIC/CAGNE/PBHALE
COM/BIC/CAGNE/GTBECK
COM/BIC/CAGNE/JLILL
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COM/SAD/RFGOOTENBERG
COM/OIM/ABASHENDORF
NEA/RA/DMORAN

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R 112305Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
INFO AMEMBASSY ATHENS

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ATHENS PASS RTDO

E.O. 11652:N/A

TAGS: BEXP, GR, XF, XI

SUBJECT: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: FAM PARA 310

1. USDOC/CAGNE IS PREPARING TO DEVELOP ITS FY-79 TRADE PROMOTION EVENTS PROGRAM. IN ORDER TO ACHIEVE BEST POSSIBLE MESHING OF BIC/CAGNE PLANNING WITH INDIVIDUAL EMBASSY RECOMMENDATIONS, AND TO FACILITATE FY-79 COUNTRY COMMERCIAL PROGRAM AND COMMERCIAL ACTION PROGRAM PREPARATIONS BY POSTS CONCERNED, REQUEST EACH ACTION EMBASSY SUBMIT A PROPOSED FY-79 EVENT SCHEDULE FOR ITS COUNTRY. SCHEDULE SHOULD INCLUDE BOTH RECOMMENDED EVENTS AND ALTERNATES. POSTS MAY WISH TO REFER TO THEIR 1976 SUBMISSIONS FOR FY-78 PROGRAM IN THIS CONTEXT.

2. REQUEST FOLLOWING BASIC INFORMATION BE SUBMITTED FOR EACH PROPOSED EVENT:

(A) PRODUCT (OR SERVICE) THEME, WITH STATEMENT OF RATIONALE FOR THEME SELECTION.

(B) PROMOTIONAL VEHICLE: TRADE MISSION, TRADE FAIR, SEMINAR MISSION (PREVIOUSLY CALLED TECHNICAL SALES SEMINAR), CATALOG SHOW, OR OTHER (SPECIFY OTHER).

(C) RECOMMENDED MONTH, AND REASON FOR RECOMMENDATION. POSTS SHOULD BE MINDFUL OF LOCAL HOLIDAY DATES DURING OCTOBER 1978 - SEPTEMBER 1979 PERIOD.

(D) ABILITY OF POST TO SUPPLY SUPPORTING MARKET RESEARCH INFORMATION. REFERENCE CAN BE MADE TO REPORTS ALREADY SENT TO USDOC. IF SUCH INFORMATION IS NOT AVAILABLE OR UNCLASSIFIED

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EXPECTED AT POST AT LEAST NINE MONTHS IN ADVANCE OF PROPOSED EVENT, PLEASE INDICATE NEED FOR MARKET STUDY TO BE UNDERTAKEN AND WHETHER POST CAN CONDUCT SAME.

3. PLEASE SUBMIT PROPOSED SCHEDULE TO USDOC/CAGNE BY 8 MAY, AND SEND INFO COPIES TO OTHER ACTION POSTS. POSTS RECOMMENDING NO RPT NO USDOC-SPONSORED TRADE PROMOTION EVENTS IN 1979 ARE REQUESTED TO REPLY IN THE NEGATIVE. IMPORTANT THAT DEADLINE BE OBSERVED.

4. BY 22 MAY, POSTS ARE REQUESTED TO ADVISE USDOC/CAGNE OF ANY CHANGES THEY WISH TO MAKE IN THEIR FY-79 RECOMMENDED EVENTS SCHEDULE ON BASIS OF RECOMMENDED SCHEDULES OF NEIGHBORING POSTS. FOR EXAMPLE, IF KUWAIT WISHES TO PARTICIPATE IN A FAST FOOD FRANCHISING SEMINAR MISSION RECOMMENDED BY JIDDA AND MANAMA, IT SHOULD SO ADVISE 22 MAY. POSTS SHOULD BE MINDFUL OF THE DESIRABILITY FOR PROXIMITY AND FOR SIMILARITY OF MARKET FACTORS, E.G., LOCAL LANGUAGES, FORMS OF NATIONAL GOVERNMENT, AND EXTENT OF FREE ENTERPRISE.

SE SYSTEM. THE INTENT OF SUBJECT PROGRAM WILL BE TO MATCH COMPARABLE AND PROXIMATE COUNTRY MARKETS IN INDIVIDUAL EVENTS.

5. FYI, A NEW PROMOTIONAL TECHNIQUE DEVELOPED IN BIC COMBINES THE CATALOG SHOW VEHICLE WITH VIDEO TAPE RECORDINGS OF INDIVIDUAL COMPANY PRODUCTS. DURING FY-79 SUCH VIDEO/CATALOG EXHIBITIONS WILL BE AVAILABLE TO POSTS ON MACHINE TOOLS, HOUSEWARES, PLASTICS PRODUCTS PRODUCTION EQUIPMENT, FOOD PROCESSING AND PACKAGING, AND OTHER PACKAGING EQUIPMENT. FOLLOWUP AIRGRAM WILL FURTHER DESCRIBE THIS TECHNIQUE AND WILL REQUEST POSTS WISHING TO SHOW MACHINE TOOLS EXHIBITION DURING FY-78 RPT FY-78 TO SO ADVISE USDOC BY 1 JUNE.

6. WHILE RECOGNIZE DEFINITIVE PLANNING FOR FY-79 DIFFICULT AT THIS EARLY DATE, IMPERATIVE THAT PARAS UNCLASSIFIED

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THREE AND FOUR DEADLINES BE OBSERVED TO ASSURE BEST CHANCE OF RECOMMENDED EVENTS BEING HELD IN RECOMMENDED TIME FRAME.

7. FOR JIDDA, RABAT AND TEHRAN: PLEASE LIST CITIES IN YOUR COUNTRIES IN WHICH RECOMMENDED INDIVIDUAL EVENTS SHOULD BE PRESENTED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: JR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770126-0079
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From: STATE
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2838952
Secure: OPEN
Status: NATIVE
Subject: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE
TAGS: BEXP, GR, XF, XI
To: ABU DHABI ALGIERS MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/08ac2fa7-c288-dd11-92da-001cc4696bcc
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